

Contract Number GS-07F-0494U/GS-07-0493U

**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

TABLE OF CONTENTS

<u>Description</u>	<u>Page</u>
Schedule, Contract and Contractor General Information	2
Customer Information:	
1a. Table of Awarded Special Item Numbers (SINS) 541-1, 541-2, 541-1000 Contract # GS-07F-0494U	3
1a. Table of Awarded Special Item Numbers (SINS) 541-4E, 541-4F, 541-2000 Contract # GS-07F-0493U	4
1b. Lowest Priced Model Number and Price for each SIN SIN 541-1000/2000 Support Product ODCs	5
1c. Hourly Rates for each SIN Contract #GS-07F-0494U/GS-07F-0493U SINs 541-1, 541-2, 541-4E, 541-4F	6
Items 2-11d. 2 - 3. Maximum & Minimum Order 4. Geographic Coverage 5. Points of Production 6. Discount from List Prices 7. Quantity Discount(s) 8. Prompt Payment Terms 9a-b. Government Purchase Cards 10. Foreign Items 11a-c. Time of Delivery, Expedited, Overnight & 2-Day Delivery 11d. Urgent Requirements	7
Items 12-26 12. FOB Point 13a-b. Ordering Address & Procedures 14. Payment Address 15. Warranty Provision 16. Export Pricing Charges 17. Terms & Conditions of Government Purchase Card Requirements 18. Terms & Conditions of Rental, Maintenance, and Repair 19-20a. Terms & Conditions of Installation, repair parts & other services 21-22. List of service and distribution points & participating dealers 23. Preventive Maintenance 24a. Special attributes such as environmental attributes 25. DUNS Number 26. Notificaiton regarding registration in CCR database	8
Appendix A Labor Category Descriptions Contract # GS-07F-0494U SINS 541-1 and 541-2	A1-A3
Appendix B Labor Category Descriptions Contract # GS-07F-0493U SINS 541-4E AND 541-4F	B1-B3

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On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA ***Advantage!***, a menu-driven database system. The INTERNET address for GSA ***Advantage!*** is <http://www.gsaadvantage.gov>

SCHEDULE TITLE: 7FCB-H2-07-0541-B Advertising and Integrated Marketing Solutions

CONTRACT NUMBER: GS-07F-0494U/GS-07F-0493U

CONTRACT PERIOD: Aug. 1, 2008 - Jul 31, 2013

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

CONTRACTOR: **Terry Hendrix**
Hendrix Advertising, Inc.
4711 Poplar Ste #214
Memphis, TN 38117
Phone: 901-761-1666 Fax: 901-761-1666
E-Mail: hendrixadv@aol.com

CONTRACTOR'S ADMINISTRATION SOURCE: Terry Hendrix

BUSINESS SIZE: Woman Owned Small Business

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS) 541-1, 541-2, 541-1000
Contract Number GS-07F-0494U

SIN	DESCRIPTION
541-1	<p>ADVERTISING SERVICES provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry & consumer advocacy groups and engage in recruitment campaigns.</p> <p>Services include, but are not limited to the following components:</p> <ul style="list-style-type: none">• Advertising objective determination• Message decision/creation• Media selection• Outdoor marketing and media services• Broadcast media (Radio, TV and Public Service Announcements)• Direct mail services• Media planning• Media placement services• Advertising evaluation• Related activities to advertising services
541-2	<p>PUBLIC RELATIONS SERVICES include, but are not limited to providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits.</p> <p>Other related services may fall under the following categories:</p> <ul style="list-style-type: none">• Executing media programs• Conducting press conferences• Scheduling broadcast and/or print interviews• Press, public relations and crisis communications• Media training: Training of agency personnel to deal with media & media responses• Media alerts• Press clipping services• Related activities to public relations services
541-1000	<p>OTHER DIRECT COSTS (ODCs) are expenses other than labor hours.</p> <p>All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service.</p> <p>Possible ODCs may include items such as:</p> <ul style="list-style-type: none">• Audio/visual equipment• Facility rental• Commercial production• Media costs• Booth space rental, etc.

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS) 541-4E, 541-4F, 541-2000
Contract Number GS-07F-0493U

SIN	DESCRIPTION
541-4E	COMMERCIAL PHOTOGRAPHY SERVICES (Small Business Set-Aside) Photography services under this SIN may be used for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to: <ul style="list-style-type: none">• Black and white, color photography• Digital photography• Architectural photography• Still photographs• Field and studio photography• Related services such as photo editing and high-resolution scans
541-4F	COMMERCIAL ART AND GRAPHIC DESIGN SERVICES (Small Business Set-Aside) Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to: <ul style="list-style-type: none">• Developing conceptual design and layouts• Providing copywriting and technical writing services• Creating sketches, drawings, publication designs, and typographic layouts• Furnishing custom or stock artwork (including electronic artwork)
541-2000	OTHER DIRECT COSTS (ODCs) are expenses other than labor hours (Small Business Set-Aside) All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as <ul style="list-style-type: none">• Audio/visual equipment• Facility rental• Commercial production• Media costs• Booth space rental, etc.

CUSTOMER INFORMATION:

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

Contract Number GS-07F-0494U/GS-07-0493U
(Government net price based on a unit of one)

SIN 541-1000/2000	Price
Support Product ODCs	
Print Advertising	\$ 2974.11
Outdoor Advertising	\$ 2904.50
Airport Advertising (One Quarter)	\$ 8605.80
Photography (1 day)	\$ 2220.28
Graphic Production (outside - 1 item)	\$ 703.99
(or \$176.00 per hour)	\$ 176.00
Talent (1 hour)	\$ 324.92
Production	
Full Color 20 page Corporate Brochure	
Quantity of 1000 - one printing	\$ 11967.84

CUSTOMER INFORMATION:

1c. HOURLY RATES for each SIN:

Contract #GS-07F-0494U

SIN 541-1	Hourly Rate
Advertising and Creative Services	
Consulting (Advertising/Creative)	\$ 97.73
Media Planning, Selection & Placement	\$ 97.73
All other related activities to advertising services including writing copy & development of ad campaigns	\$ 97.73
Proof Reading	\$ 34.20

SIN 541-2	Hourly Rate
Public Relations Services	
All Public Relations Services - including: Press, PR & Crisis Communication Planning & Executing Media Programs Media Alerts, Scheduling, and Training	\$ 97.73
Proof Reading	\$ 34.20

Contract #GS-07F-0493U

SIN 541-4E	Hourly Rate
Commercial Photography Services	
Photography - Portrait/Commercial	\$ 122.16
Photography - Assistant's Services	\$ 97.73
All other related activities to photography	\$ 122.16
Proof Reading (if applicable)	\$ 34.20

SIN 541-4F	Hourly Rate
Commercial Art and Graphic Design	
All Graphic Design Services including concepts, layouts, copywriting, sketches, drawings, illustrations, etc.	
Graphic Art - Designer Level I	\$ 63.52
Graphic Art - Designer Level II	\$ 87.95
Proof Reading	\$ 34.20

CUSTOMER INFORMATION:**2. MAXIMUM ORDER*: \$1,000,000 per SIN**

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. MINIMUM ORDER: \$100**4. GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities.**5. POINT(S) OF PRODUCTION:** Memphis, TN**6. DISCOUNT FROM LIST PRICES:** 3% from the accepted pricelist. For calculation of the GSA Schedule Price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.**7. QUANTITY DISCOUNT(S):** 1% >\$250,000, 2% > \$500,000**8. PROMPT PAYMENT TERMS:** 1% 10 Days / Net 30 Days**9a.** Government Purchase Cards must be accepted at or below the micro-purchase threshold.**9b.** Government Purchase Cards are accepted above the micro-purchase threshold.**10. FOREIGN ITEMS:** None**11a. TIME OF DELIVERY:** As specified on agency task order and mutually agreed**11b. EXPEDITED DELIVERY:** As specified on agency task order and mutually agreed**11c. OVERNIGHT AND 2-DAY DELIVERY:** As specified on agency task order and mutually agreed.**11d. URGENT REQUIREMENTS:** As specified on agency task order & mutually agreed.

CUSTOMER INFORMATION:

- 12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Hendrix Advertising, Inc.
4711 Poplar Ste #214
Memphis, TN 38117
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-314. **PAYMENT ADDRESS:** Same as contractor
- 15. **WARRANTY PROVISION:** Standard Commercial Warranty
- 16. **EXPORT PRICING CHARGES:** Not applicable
- 17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE :**
(any thresholds above the micro-purchase level) N/A
- 18. **TERMS AND CONDITIONS OF RENTAL, MAINTNENANCE, AND REPAIR
(IF APPLICABLE):** N/A
- 19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
- 20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS
PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A
- 20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A
- 21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A
- 22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A
- 23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A.
- 24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES**
(e.g. recycled content, energy efficiency, and/or reduced pollutants):
- 25. **DUNS NUMBER:** 883344624
- 26. **NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR
REGISTRATION (CCR) DATABASE:** Registration valid until January 9, 2009